

Message Text

UNCLASSIFIED

PAGE 01 SYDNEY 00089 140731Z
ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
-----140748Z 038649 /16

R 140550Z JAN 77
FM AMCONSUL SYDNEY
TO USDOC WASHDC
INFO AMEMBASSY TOKYO
SECSTATE WASHDC 7365

UNCLAS SYDNEY 0089

E.O. 11652: N/A
TAGS: BEXP, AS
SUBJECT: FY1977 EVENT SCHEDULE, AIDS TO THE HANDICAPPED
EXHIBITION

1. SUMMARY: IN VIEW OF THE FINDINGS OF RESEARCH RECENTLY
SUBMITTED BY PRICE WATERHOUSE AND OPINIONS OF AUSTRALIAN
EXPERTS IN THE FIELD, THE SYDNEY TRADE CENTER STRONGLY RECOMMENDS
THAT AIDS TO THE HANDICAPPED BE DROPPED AS AN EXHIBITION
THEME FOR SEPTEMBER 1977 IN FAVOR OF BUSINESS EQUIPMENT
(MICROGRAPHICS AND DOCUMENT HANDLING EQUIPMENT). A SECOND
ALTERNATE THEME IS DENTAL/OPTOMETRIC/OPHTHALMOLOGICAL
EQUIPMENT.

2. RESEARCH ON AIDS TO THE HANDICAPPED, SUBMITTED BY PRICE
WATERHOUSE DECEMBER 24, 1976, MAKES THE FOLLOWING POINTS
AGAINST HAVING AN EXHIBITION.
A. TOTAL MARKET SIZE WAS VERY SMALL IN FY1976 (DOLS 26MILLION)
AND IS NOT EXPECTED TO EXCEED DOULS 30 MILLION BY FY1981.
B. IMPORTS CONSTITUTE ONLY ONE THIRD OF THE TOTAL MARKET
(DOLS 8.7 MILLION) AND THAT SHARE IS NOT LIKELY TO INCREASE
DUE TO STRONG COMPETITION WITH LOCAL MANUFACTURERS, HIGH
TARIFFS, AND THE NEED FOR CUSTOM MADE PRODUCTS.
C. THE U.S. HAS 66.7 PERCENT OF THE IMPORT MARKET BUT THE TOTAL
VALUE IN FY1976 WAS ONLY DOLS 5.8 MILLION, PRIMARILY AIDS FOR
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 SYDNEY 00089 140731Z

THE DEAF AND DUMB. DESPITE TECHNOLOGICAL SUPERIORITY,
U.S. PRODUCTS ARE VERY EXPENSIVE COMPARED WITH AUSTRALIAN,
EUROPEAN AND JAPANESE EQUIPMENT. IN A MARKET WHICH IS
HIGHLY PRICE COMPETITIVE, IT IS UNLIKELY THAT U.S.
SUPPLIERS WILL SUBSTANTIALLY IMPROVE THEIR MARKET SHARE
POSITION.

3. THE UNFAVORABLE MARKET SITUATION OUTLINED IN THE PRICE WATERHOUSE RESEARCH HAS BEEN CORROBORATED BY AUSTRALIAN EXPERTS IN THE FIELD. ON JANUARY 7, CAROL MURRAY ATTENDED A MEETING OF THE AUSTRALIAN COUNCIL FOR REHABILITATION OF DISABLED (ACROD) SUBCOMMITTEE ON THE ESTABLISHMENT OF A PERMANENT DISPLAY FACILITY. THE MEETING WAS ATTENDED BY DOCTORS,

THERAPISTS, AND REPRESENTATIVES OF VOLUNTARY AGENCIES, HOSPITALS AND GOVERNMENT BODIES WHO PURCHASE EQUIPMENT.

4. WHEN ASKED ABOUT THE SALES POTENTIAL OF U.S. MADE AIDS TO THE HANDICAPPED, ALL AGREED THAT ALTHOUGH THERE WAS A LOT OF INTEREST IN U.S. EQUIPMENT, THERE WAS LITTLE LIKELIHOOD OF SALES. REASONS CITED WERE HIGH TARIFFS RESULTING IN PRICES THAT PURCHASERS COULD NOT AFFORD, CANCELLATION OF A PROPOSED GOVERNMENT PROGRAM OF FINANCIAL AID TO THE HANDICAPPED, THE SMALL MARKET, AND PROBLEMS OF MAINTENANCE. IT WAS NOTED THAT SEVERAL U.S. FIRMS WHO HAD TRIED TO SELL IN AUSTRALIA HAD NOT HAD ANY SUCCESS. THE MARKET WAS NOT EXPECTED TO IMPROVE IN THE LONG TERM.

5. THE ACROD COMMITTEE NOTED THAT IN VIEW OF THE SMALL MARKET POTENTIAL AND THE COSTS OF PARTICIPATING IN A TRADE CENTER EXHIBITION, IT WOULD NOT BE COMMERCIALY VIABLE FOR U.S. SUPPLIERS TO USE THIS MEANS OF PROMOTION. THEY SUGGESTED THAT U.S. FIRMS REGISTER WITH A CENTRAL CLEARING HOUSE IN SWEDEN RUN BY THE INTERNATIONAL COMMITTEE ON HOUSING, TECHNOLOGY AND TECHNICAL AIDS, WHICH MOST AUSTRALIAN ORGANIZATIONS CONSULT BEFORE PURCHASING EQUIPMENT; AND THEY INDICATED THEIR INTEREST

UNCLASSIFIED

PAGE 03 SYDNEY 00089 140731Z

IN RECEIVING CATALOGS FROM U.S. IT WAS ALSO SUGGESTED THAT COMMERCE ARRANGE WITH THE ORGANIZERS OF THE CONFERENCE ON REHABILITATION ENGINEERING, AUGUST 28-29, 1977, TO PRESENT A CATALOG DISPLAY OF U.S. AIDS TO THE HANDICAPPED THE CONFERENCE WILL BE HELD AT THE UNIVERSITY OF N.S.W. AND WILL BE ATTENDED BY OVER 250 INVITED EXPERTS IN THE FIELD. THERE WILL PROBABLY BE TWO SPEAKERS FROM THE U.S. A SMALL EXHIBITION WILL ACCOMPANY THE CONFERENCE.

6. STC BELIEVES IT UNWISE TO PROCEED WITH AN EXHIBITION ON AIDS TO THE HANDICAPPED IN VIEW OF THE POINTS RAISED ABOVE. A CATALOG DISPLAY AT THE CONFERENCE ON REHABILITATION ENGINEERING WOULD BE PREFERABLE. PLEASE ADVISE IF THIS POSSIBILITY SHOULD BE EXPLORED.

7. STC RECOMMENDS THAT THE SEPTEMBER 1977 EXHIBITION THEME BE CHANGED TO BUSINESS EQUIPMENT WITH AN EMPHASIS ON MICROGRAPHICS AND OTHER DOCUMENT HANDLING EQUIPMENT. RESEARCH HAS BEEN CONDUCTED ON THIS THEME AND WE UNDERSTAND A PLANS PACKAGE IS

ALREADY PREPARED. WE ARE AWARE THAT TOKYO HAS SCHEDULED THE SAME THEME IN SEPTEMBER AND SUGGEST A TANDEM EVENT.

8. IF THE BUSINESS EQUIPMENT THEME IS NOT POSSIBLE, STC RECOMMENDS THAT DENTAL/OPHTHALMOLOGY/OPTOMETRIC EQUIPMENT BE MOVED UP FROM FY1978. PRICE WATERHOUSE'S RESEARCH ON THIS THEME DOES SUPPORT AND EXHIBITION AND THERE IS SUFFICIENT TIME TO PREPARE A PLAND PACKAGE.

9. PLEASE LET US KNOW OF YOUR DECISION ON THE SEPTEMBER EXHIBITION THEME ASAP.
DAVIS

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 14-Jan-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977SYDNEY00089
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770014-0489
Format: TEL
From: SYDNEY
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770149/aaaabqxt.tel
Line Count: 128
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: b22571d9-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 21-Sep-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3590249
Secure: OPEN
Status: NATIVE
Subject: FY1977 EVENT SCHEDULE, AIDS TO THE HANDICAPPED EXHIBITION
TAGS: BEXP, AS
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/b22571d9-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009